

**INDIANA ARTS COMMISSION  
COMMITTEE ON THE FUTURE**

March 4, 2014

IAC Office, 100 N. Senate Avenue, Room N505  
Indianapolis, Indiana 46204

Jon Ford, Chair

Minutes

Members present: Suzie Rentschler, Vicki Pool (at-large)

Members via teleconference: Kathy Anderson, Gil Cárdenas, Karen Ellerbrook, Jon Ford, Susan Mendenhall (at-large), Jim Bodenmiller (at-large)

Members absent: Susan Hardwick, Jeff Kirk, Sherry Stark

IAC staff present: Dennis Hardin, Emily Hellmuth, Lewis Ricci, Rex Van Zant

Note: Due to lack of quorum, no actions were taken during this meeting.

1. **Welcome and Introductions.** Committee on the Future chair Jon Ford opened the meeting at 10:05 a.m. and asked everyone to introduce themselves.

2. **Review and Approval of Agenda and Outstanding Minutes.** No action was taken.

3. **Financials.** IAC Executive Director Lewis Ricci presented a handout (attached) showing the IAC FY 2014 budget, current through January 31, 2014.

4. **Strategic Plan Update and Monitoring.** Mr. Ricci presented a handout titled "Indiana Arts Advancement Visioning" (attached). The chart outlines current initiatives by the Arts Commission, as well as certain other initiatives in several areas. Briefly, the areas of concentration are education, granting, community involvement, public properties, and Indiana artists. The chart connects certain desirable strategic targets to each of the categories, as well as constituent groups that might be formalized into arts advocates for specific programs. The "visioning" document has been developed by Mr. Ricci along with IAC chair Trevor Yager, and casts an eye beyond the current Strategic Plan, perhaps as far as ten years into the future of the Arts Commission. Mr. Ricci moderated a discussion among the committee members, all of whom expressed enthusiasm for the ideas.

5. **Rebranding.** Mr. Ricci gave a brief update on progress being made to "rebrand" the Arts Commission in the public eye, as a result of forfeiting its former "Imagine That" brand to the Hoosier Lottery. The Hoosier Lottery in turn is providing the services of its

own advertising agency to explore a new brand for the IAC. The advertising staff has conducted interviews with IAC constituents, and has met with IAC staff.

**6. Resource Allocation Review.** After the late-2013 review of the IAC's Strategic Plan and articulation of specific strategies for the remaining two years of the plan, it will be necessary to evaluate the IAC's resources in terms of finances and staff time. At the next meeting of the full Commission on March 20, Mr. Ricci will present a review of the past three fiscal years relating to resource allocation. He will then ask for a study committee composed of Commissioners to convene during the springtime and make recommendations for resource allocations for the remainder of the plan period through 2016. These recommendations will be presented to the June meeting of the IAC Executive Committee for review.

**7. Cultural Trust.** Vicki Pool from the Office of the State Treasurer presented a report (attached) showing the latest available figures from the Arts Trust fund. The fund balance as of January 31, 2014 was \$2,570,290.04. The amount of interest available for withdrawal is \$43,031.84.

IAC Marketing and Communications Director Rex Van Zant gave an update on sales of the Arts Trust license plate (attached). He also presented a draft of his "Indiana Cultural Trust 2014 Report to the General Assembly" (attached).

IAC Communications Manager Emily Hellmuth presented a brief update (attached) on the IAC's social marketing activities, including Facebook, Twitter and Gov Delivery.

**8. New Business.** Mr. Ricci reported that he and Mr. Yager recently met with the Indiana Bicentennial Commission to present several proposals for Arts Commission involvement in the 2016 events. Five ideas were presented, including: a) branding IAC's project grants for 2015 – 2016 as "bicentennial" grants; b) branding the 2015 Governor's Arts Awards as the Bicentennial edition, to be presented during the 2016 celebration; c) bringing art and arts programming back to the State Parks; d) commissioned works or programs specific to the Bicentennial; e) help establish major public arts installations in the State Parks and Cultural Districts. Mr. Ricci reported that the Bicentennial Commission was very enthusiastic about the proposals and that Indiana's First Lady Karen Pence is especially enthusiastic about the IAC's involvement in the celebration.

Mr. Ricci reported that he, along with IAC Commissioners Karen Ellerbrook and Trevor Yager, will be attending National Arts Advocacy Day in Washington DC in April. This is an annual opportunity for arts advocates in all fifty states to arrange meetings with members of Congress to discuss federal funding for the arts.

**9. Adjourn.** Mr. Ford thanked everyone for their participation, and closed the meeting at 11:15 a.m.